

FOR MORE INFORMATION
CONTACT GRETCHEN HEBER
SOCIAL GAZELLE
gretchen@socialgazelle.com



**FURTHERFLYFISHING.COM LAUNCHES WITH EXTENSIVE FLY FISHING REVIEWS:
GEAR, GUIDES, OUTFITTERS AND LODGES**

FurtherOutside Adventures announces the launch of its first content and community website: FurtherFlyFishing (<http://www.furtherflyfishing.com>).

The exciting and informative website is packed with information, tips and reviews for every level of fly fisher, as well for both freshwater and saltwater fly fishing.

Interactive and community driven, FurtherFlyFishing encourages community members to add information and reviews about their favorite fly fishing lodge, the great guides they've worked with and the must-have gear they've discovered. Members can add this info as well as comment on others' contributions.

FurtherFlyFishing was founded by a group of fly fishing enthusiasts who wanted to share their passion with the world. They wanted to bring together the fly fishing community in a way that's never been done before. They wanted to provide a one-stop source of user-generated reviews of gear, guides and lodges. And they wanted their community to have fun, sharing knowledge and learning from each other.

In the words of one of our founders: "So many things about fly fishing turn us on – the beautiful places, the awareness that our skills are improving, fly tying, casting, catching fish, the sight and sound of our backing spinning off of our reel and seeing a landed fish swim away for someone to catch again later. We hope that this website provides a platform for people who share our passion to share their stories, pictures, videos and whatever else is on their mind."

FurtherFlyFishing is headed up by Max Yzaguirre, a sixth-generation Texan who has more than 25 years of leadership experience in domestic and international business, government and law, and expertise in a wide variety of industries and sectors, including electricity, oil and gas, banking, real estate, telecommunications and private equity investing. He's also an avid fly fisher who enjoys nothing more than heading into the wilds with his wife and sons to try his luck with tarpon, redfish, salmon, trout, bonefish, permit or any other fish that's willing!